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BATTLE FOR CUSTOMER LOYALTY

Does customer loyalty still exist? Many think that it has forever vanished and price is the only thing that keeps a customer returning. But, take heart. Customer loyalty is very much alive and well. Your business' profitability and survival depends on customer loyalty. Our 2 days programme combines teambuilding with learning on Customer Loyalty and Customer Retention.



DAY 1 (8.00am - 5.00pm)

Teambuilding through Corporate Wargame - Laser Tag
Debriefing, Team Activity & Presentation

DAY 2 (9.00am - 5.30pm)

Business today - an ongoing battle for customer loyalty
Understanding the Customer Relationship Life Cycle
Customer Loyalty: Key to business profitability and survival
Customer Satisfaction vs Customer Loyalty
12 Laws of Customer Loyalty
Strategy to grow customer loyalty: 7 Key Steps
Customer Loss: How to prevent it and what to do when it strikes
How to develop a Loyalty-Driven culture in the organisation



**Go
T.E.A.M.S**
your invisible business advantage

When you take care of your customers, they will take care of your business!